

FOR IMMEDIATE RELEASE

June 20, 2006

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BrightDoor and York Simpson Underwood Construct New Builder Marketing Service

Real estate partnership brings new value to the amenity community buying process

CARY, NC – BrightDoor Systems Inc., the leader in on-demand customer experience management (CEM) software and services for the real estate industry, announced today that it has partnered with York Simpson Underwood (YSU) Neighborhood Marketing real estate team to build integrated sales and marketing systems for clients of the Raleigh, NC broker. The system delivers personalized onsite and online marketing experiences and real-time sales management tools that dramatically improve the home buying process.

BrightDoor unites formerly disparate tasks into an intelligent, fully integrated system. Lead generation and tracking becomes more effective as data is gathered from all channels. Sales center and site visits become more compelling and engaging thanks to dynamic content personalized to prospects based on their individual profiles. And closing the deal becomes more efficient because BrightDoor was used to build a richer relationship from first contact.

York Simpson Underwood's Neighborhood Marketing team provides a sales and marketing force for builders and developers. YSU manages all of the marketing lead generation, qualification, buyer relationships and closings for the community.

Two projects have emerged from the partnership to date.

YSU is the sales and marketing organization for the Rose Hall community, which consists of 38 unique custom homes from \$1,000,000 sheltered in a park-like setting. BrightDoor will build the public website for Rose Hall and an integrated sales and marketing solution in the community's sales center based on BrightDoor's Presenter, Marquee and Affinity products.

BrightDoor Presenter is an innovative media application that blends digital sales presentation with site plan exploration and on-demand content access. Agents can personalize their sales presentation based on customer preferences and automatically capture tracking data for real-time analysis and reporting.

BrightDoor Marquee drives digital signs that deliver key sales points, home plans and community features. Marquee replaces static print signage, allowing for rapid updating of branding and messaging.

BrightDoor Affinity is the basis for the new "prospect portal" website, which is a highly personalized web solution designed to build relationships with prospects and keep them involved and excited about their investments. Prospects can view available inventory and pricing for properties in the community. Once a contract is signed, prospects will view personalized content, including construction updates, news and photos of their property under development.

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YSU's *Village Square at Amberly* offers homes for every lifestyle from The Bedford Builder Group (BBG). BBG has created five unique collections of homes for Village Square. BrightDoor will brand and deploy BrightDoor Affinity for Village Square and integrate the BrightDoor Presenter system in two model homes.

"The BrightDoor partnership adds exceptional value and capabilities to our service portfolio," said Bethaney Dale, Marketing Director for York Simpson Underwood. "With the BrightDoor platform, we can easily differentiate from other realtors and use it to build our client base."

According to Deven Spear, BrightDoor's CEO, the partnership will open up new business opportunities for both companies. YSU will see increased absorption rates, higher close ratios and a stronger referral business from the use of the system. The partnership creates a new channel for BrightDoor's products and services.

"The use of technology in real estate sales and marketing is growing rapidly," said Spear. "York Simpson Underwood is the ideal partner for us. They are very forward thinking and see great value in the application of technologies to gain a competitive edge."

About York Simpson Underwood

York Simpson Underwood Neighborhood Marketing's (www.ysunewhomes.com) mission is to provide the highest level of real estate services in the Triangle through a team of professionals dedicated to exceeding their client's expectations and through active community involvement.

About BrightDoor Systems

BrightDoor Systems, Inc. is the leader in on-demand customer experience management (CEM) software and services for the real estate industry. Founded in 2005, BrightDoor revolutionizes the way developers, realtors and builders use technology to sell real estate.

BrightDoor provides solutions for the entire sales and marketing lifecycle that unite formerly disparate tasks into an intelligent, fully integrated system that raises the buying experience to a new level. The system platform enhances the sales and marketing process and manages every aspect of the buying lifecycle - from early lead generation and onsite sales presentations, to follow-on marketing initiatives and property closings. BrightDoor delivers personalized onsite and online sales experiences and real-time sales management tools that build customer relationships, increase close ratios and drive repeat sales and referrals.

BrightDoor is rapidly deploying its real estate solutions in the Southeast market (from Florida to Virginia) with expansion into New England and the West imminent. The company is headquartered in Cary, NC. For more information, visit www.brightdoor.com.

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